

Message Text

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PAGE 01 ZAGREB 01101 111012Z

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ACTION COME-00

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TO SECSTATE WASHDC 2413

INFO AMEMBASSY BELGRADE

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E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: INTERNATIONAL MEDICAL AND MEDICAL AIDS SHOW (IMMA)

REF: STATE 242087

1. REPRESENTATIVES OF CROATIAN MEDICAL ASSOCIATION (CMA) AND ZAGREB FAIR MANAGEMENT CALLED ON CONGEN DECEMBER 5 TO APPEAL USG DECISION NOT TO PARTICIPATE IN IMMA. CMA REPRESENTATIVES MENTIONED THAT HARD CURRENCY FOR PURCHASE OF MEDICAL EQUIPMENT EXHIBITED AT IMMA HAS BEEN ALLOCATED FOR EACH YUGOSLAV REPUBLIC. ONE AND A HALF MILLION DOLLARS HAVE BEEN SET ASIDE FOR CROATIA. TOTAL AMOUNT ALLOCATED FOR YUGOSLAVIA AS A WHOLE IS APPROXIMATELY 2.5 MILLION DOLLARS. CMA REPRESENTATIVES EXPRESSED BELIEF THAT US WOULD BE IN GOOD POSITION TO OBTAIN LARGE SHARE OF AVAILABLE BUSINESS.

2. CMA REPRESENTATIVES STATED THAT ADVANCED US MEDICAL EQUIPMENT ENJOYS EXCELLENT REPUTATION IN YUGOSLAVIA. MOST ATTRACTIVE EQUIPMENT AT IMMA WOULD BE HIGH TECHNOLOGY ITEMS SUCH AS COMPUTER RELATED EQUIPMENT; ELECTRONIC EQUIPMENT; CARDIOVASCULAR SURGICAL AND DIAGNOSTIC EQUIPMENT; NUCLEAR MEDICAL EQUIPMENT, ESPECIALLY ISOTOPES; ENCEPHALOGRAPHIC EQUIPMENT; AND ADVANCED LABORATORY EQUIPMENT. CMA DID NOT RECOMMEND X-RAY OR GENERAL SURGICAL EQUIPMENT BECAUSE OF HEAVY EXPOSURE OF THESE ITEMS FROM OTHER EXHIBITORS. ABOVE INFORMATION REINFORCES CONCLUSION OF PAST MARKET RESEARCH THAT US BIOMEDICAL EQUIPMENT

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HAS VERY FAVORABLE PROSPECTS IN YUGOSLAV MARKET.

3. CMA REPRESENTATIVES EMPHASIZED THAT 1975 IMMA REPRESENTED UNUSUAL OPPORTUNITY TO SHOW US MEDICAL EQUIPMENT TO LEADING MEDICAL PERSONNEL FROM YUGOSLAVIA AND ENTIRE GLOBE. WORLD HOSPITAL CONGRESS, WHICH WILL MEET IN ZAGREB CONCURRENTLY WITH IMMA EXPECTED TO ATTRACT ABOUT 2000 DOCTORS FROM ENTIRE WORLD. CMA ALSO EXPECTS LARGE NUMBER OF VISITORS FROM EASTERN EUROPE AND THIRD-WORLD COUNTRIES.

4. ACTION REQUESTED: THAT COMMERCE RECONSIDER ITS DECISION TO CANCEL PLANS FOR US EXHIBIT AT IMMA.
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